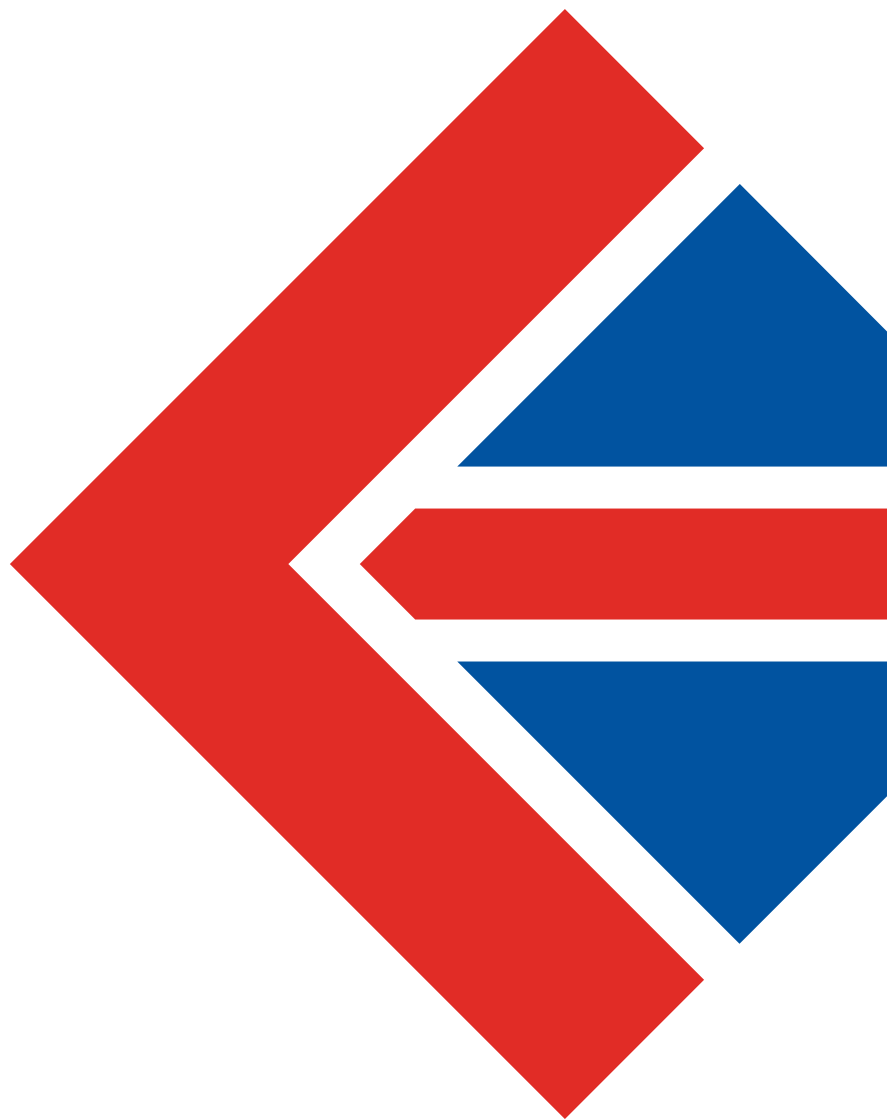


# INWARD MISSIONS

Information



Each year, English UK invites groups of up to 15 educational agents and consultants to the UK to take part in one of our inward missions. Each inward mission targets a different world region for student recruitment, and is usually focused on a particular region of the UK.

### **What is an inward mission?**

Through a combination of visits to a variety of language centres and locations and scheduled meetings with other educators, inward missions enable the agents to develop contacts and build working partnerships with English UK member centres - helping them to promote the UK as a key destination for English language learning and to ultimately fulfil the needs of potential students more effectively.

Inward missions usually last for a week, with agents arriving in the UK on a Saturday or Sunday and departing a week later. During this time, the participating agents travel to a chosen region to visit some of the English UK member centres located there (showcase visits). An inward mission typically consists of two mini-workshops and at least five showcases as well as sightseeing and additional networking opportunities.

An English UK staff member accompanies the mission throughout the week, and a British Council representative from the target global region is also often invited to join the group.

### **Showcases**

During a showcase the agents visit one particular English UK member centre. An inward mission schedule will typically include two showcases on each day, one in the morning and one in the afternoon. Agents will spend anywhere between 1 and 4 hours at a showcase centre.

Showcases give educators the opportunity to present their courses, facilities and services to agents. The programme may include tours of buildings and surrounding areas, sample lessons, presentations, or simply a chance for the agents to chat to students from their own country.

### **Visits to the local area**

English UK understands the town and region in which a student is studying can be just as important as the institution. We therefore encourage educators to include tours of the local area and/or an excursion activity in their showcase timetables. This helps the agents gain insight into the local culture and to advise students on the benefits of a particular location.

### **Mini-workshops**

Each mini-workshop provides the selected agents with the chance to meet with approximately 10 educators from throughout the UK in an atmosphere that is business-focussed, yet informal and relaxed. One-to-one business appointments are arranged in advance using the eSchedule Lite online scheduling system.

A mini-workshop usually runs from 10:00 until 17:00.

### **Dinners**

Dinners with members from our special interest or regional and national groups bring more opportunities for agents to meet with a wide range of UK-based language centres. Often at the end of the week, a 'farewell' dinner and drinks reception is arranged by English UK with representatives from all centres involved in the mission invited to attend this event.

### **Selection of the UK region we visit**

English UK considers several factors when deciding which region(s) of the UK each inward mission will visit. These include the location of other recent inward missions and advice from stakeholders and agents from the target student recruitment markets.

Once the region has been chosen, all English UK member centres in that area are contacted and invited to participate as showcases. The response from these educators determines the geographical route that the mission will take. If the number wishing to participate is higher than can be accommodated, then selection will be made by English UK on the basis of geographical practicality and diversity of member-type.

### **Selection of Agents**

Agents wishing to take part in an English UK inward mission must complete an application form which includes details of their agency, recruitment activity and courses of interest. The final group of agents is selected by English UK. The selection process is designed to ensure the seriousness of agents involved and to guarantee as far as possible that the agents' recruitment priorities match the areas of provision offered by participating members.

### **Cost of participation for agents and educational consultants**

Inward missions are free to the selected agents - English UK covers the cost of all accommodation, food and travel during the trip. The agents only need to cover the cost of their flight to the UK, and any personal expenditure.

A minibus is hired for the duration of the week, which transfers agents between venues during the mission at no extra cost.



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